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ABSTRACT

This publication focuses on how regional and statewide organizers of the Foreign Policy Association's Great Decisions organizations can promote more interest in recruiting discussion group leaders, provide leadership, and encourage new groups. This booklet offers an overview of the Foreign Policy Association's mission, programs, and materials. The standard model used by discussion groups is given, along with the three basic components to follow: developing an informed opinion by reading the text in a briefing book, sharing those opinions with a discussion group, and participating in a democratic process by filling out the opinion ballot. The goals of the program are to promote thoughtful debate and discussion, to express ideas and opinions and learn from others, and to encourage civic participation. Sample forms on how to order materials as well as press releases for community programs that wish promote their groups are included. (JAG)

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ED 402 228

GREAT DECISIONS

PROGRAM HANDBOOK

SO 026 192

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FOREIGN POLICY ASSOCIATION
1918

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THE FOREIGN POLICY ASSOCIATION

Founded in 1918, the Foreign Policy Association is independent, nonpartisan and nongovernmental. As a national, not-for-profit, educational organization, FPA seeks to help Americans gain a better understanding of significant world issues, in the belief that in a democracy, a concerned and informed public is the foundation for an effective foreign policy. To this end, FPA provides educational programs and publications to schools, communities and businesses to increase public knowledge, the expression of informed views and participation in the foreign policy process.

GREAT DECISIONS

Great Decisions is the oldest and largest grass roots world affairs education program of its kind in the country. It is the core of FPA's civic education outreach efforts and has brought millions of Americans together to discuss, debate and learn about foreign policy issues. Each year FPA publishes the Great Decisions Briefing Book, a series of eight articles, as the basis for these discussions. Each article addresses a current foreign policy issue and provides background information, current data, policy options for the United States, recommended readings and resources, discussion questions, illustrations, including maps, photos, charts and graphs, and an opinion ballot.

PURPOSE OF THIS HANDBOOK

Great Decisions

This handbook, written and produced by the Foreign Policy Association, is intended to give Great Decisions Statewide Coordinators and Regional Organizers guidelines for cultivating interest in the program, recruiting Discussion Group Leaders, providing leadership and guidance to Discussion Group Leaders, encouraging the formation of new groups and engaging in outreach efforts to increase the use of the briefing book through local organizations, bookstores, educational institutions and libraries. It also provides an overview of FPA's mission, programs and materials. FPA seeks to recruit Statewide Coordinators and Regional Organizers who are dedicated to building a strong democracy through public education and who will promote the Great Decisions discussion group model as an important process to meet this challenge. Although adaptations to this format, which will also be covered in this handbook, may be made, FPA is committed to the basic discussion group model. The model is based on three specific components: developing an informed opinion by reading the text in the briefing book; sharing those opinions in a discussion group forum; and participating in the democratic process by filling out the opinion ballot. The goals of the program are to promote thoughtful debate and discussion, to bring people together to express their ideas and opinions and learn from others, and to encourage civic participation.

THE *Great Decisions* VOLUNTEER NETWORK

The success and continued growth of the *Great Decisions* program rests on the volunteers who serve as Statewide Coordinators, Regional Organizers and Community and Institutional Discussion Group Leaders. This network of volunteers, serving the thousands of *Great Decisions* program participants, is what makes FPA a national, grass roots organization.

At the foundation of the network are the **Community and Institutional Discussion Group Leaders** who purchase the briefing book each year and organize small discussion groups of eight to fifteen people or use it as the basis for a course on current international affairs. They determine a meeting schedule, obtain a meeting space and decide how their individual groups will run.

These individuals look to a **Regional Organizer** to assist them in participating in the program. They play a leadership role in their community by providing guidance to established groups interested in improving the quality of their discussions, or assisting new groups in getting started. The Regional Organizer maintains a contact list of all local discussion group leaders and publications buyers and informs them each year of the publication of the new briefing book with promotional material provided by FPA. They outreach to new constituencies, encouraging the growth of the number of discussion groups. They also carry out administrative tasks such as taking orders for books, maintaining their contact list, linking new participants with existing groups and passing on pertinent program information to participants.

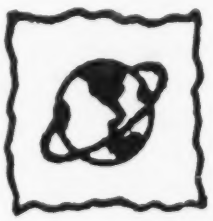
THE NATIONAL OPINION BALLOT REPORT

FPA President John Temple Swing presents the 1993 **National Opinion Ballot Report** to Deputy Secretary of State Clifton Wharton.

As part of its program, FPA is committed to making the opinions of the *Great Decisions* participants known to foreign policy makers. An opinion ballot follows each article in the briefing book. Participants are encouraged to complete these ballots and return them to FPA. Each year, FPA tabulates the ballots, analyzes the results with the help of a public opinion expert, and prepares the *National Opinion Ballot Report*. This report is then presented to the White House, the departments of State and Defense, Members of Congress and the national media. The opinion ballots offer participants the opportunity to be heard by those who formulate foreign policy.

Regional Organizers obtain support to serve their local constituencies from their **Statewide Coordinator**. The Statewide Coordinator is their state's link to FPA. Statewide Coordinators supply Regional Organizers with promotional materials for the program, such as informational brochures and order forms. Statewide Coordinators fill Regional Organizers' briefing book orders, as well as orders for any supplementary materials, such as video tapes or activity books (see section on Great Decisions Materials). Thus Statewide Coordinators are the main local distributors for FPA materials.

FPA, in addition to producing the publications on which the program is based, such as the annual briefing book and the accompanying supplementary materials, provides the Statewide Coordinator with all the promotional materials needed. FPA organizes and sponsors regional workshops for Statewide Coordinators and Regional Organizers, as well as a biannual national conference for Statewide Coordinators. It may also help Statewide Coordinators and/or Regional Organizers obtain monies to support their outreach and promotional efforts and serves as a clearinghouse of information for possible avenues of program expansion.



THE PROGRAM

FPA has long held the belief that people learn more effectively through "active discussion" rather than passive reading or listening. The development of the ***Great Decisions* program** in the early 1950's was FPA's answer to the advent of television and the resulting diminished importance of the traditional lecture. The program that FPA envisioned was simple: for eight weeks, Americans would gather in groups across the country to discuss an issue of major significance for the nation's foreign policy. Each participant could enter in these discussions with a firm base of factual background material provided by FPA. Participation in the program has grown dramatically and the discussion group program continues in very much the way it was developed over 40 years ago.

The program has three major components: the briefing book, the discussion group and the opinion balloting process, which encourages Americans to take an active role in U.S. foreign policy. One of the program's strengths is its flexibility to meet the needs of the communities it serves. Several international affairs organizations use it as a basis for lecture series. University, college and community college professors have adopted the briefing book as a supplementary text and some community college professors, and many continuing education instructors, have built entire courses around it. While pleased that the program is so adaptable, FPA stresses the importance of the classic discussion group model and the briefing book's use in all forums. FPA is basically a public education organization. It developed *Great Decisions* to engage large numbers of people in active discussion of foreign policy alternatives and to help equip citizens to make responsible decisions in this arena.

The Briefing Book

The annual briefing book is the basic component of the program. It provides participants with balanced, nonpartisan, background information and a comprehensive look at the current situation. It is the starting point for all discussion. Reading the briefing book ensures that all participants are starting from the same point of reference, with the same facts. A successful and fruitful discussion is dependent on this.

In some groups only the discussion group leader or lecturer has access to the book. He or she presents the ideas in the articles, gives his or her own insights and opinions and fields questions from the rest of the group. Although this is educational, it does not follow the discussion group model, which involves active participation by all members of the group.

FPA asks discussion group leaders, educators, lecturers and the like, to inform their audiences that their lecture is based on the *Great Decisions* briefing book and that it exists as an unbiased source of factual information. They should also make their audiences aware that the discussion group format is an

additional opportunity to share opinions and gain exposure to others points of view. Also, all participants should be offered the opportunity to fill out the opinion ballots located at the end of each article in the briefing book.

The Discussion Group

FPA has heard many participants describe their discussion group as a "safe" environment to share their opinions and to learn from others' perspectives. A discussion group also allows individuals to engage actively in the learning process.

Discussion groups are a safe environment because they provide everyone with the same opportunity to speak. Each participant's point of view carries equal weight and everyone is encouraged to share opinions and ideas. Consensus is not a goal. Discussion groups, since they respect each member's own experiences and individual value systems and beliefs, do not attempt to "convert" participants. Rather, the focus is on a critical examination of all issues and opinions, each recognized as equally valid.

Discussion groups also serve to develop participants' listening skills, as well as their ability to analyze and think critically. Using the briefing book as a base, groups are free to incorporate other resources or media materials to examine an issue in greater depth. This exposure to opinions and analyses from many different sources, coupled with the collective experience of the group, helps the participants explore many different policy alternatives and come up with their own conclusions.

Everyone using the book, in whatever capacity they choose to use it, should realize that without active discussion on the part of participants, the program lacks the component that fosters the growth of skills that are necessary for citizens to participate fully and effectively in a democratic society.

Participation

While developing informed opinions and expressing them in a community forum are valuable, FPA believes that participation is vital to strengthening the democratic process. Citizens must exercise their voice by communicating their opinions to policy makers. Therefore, after each topic in the briefing book there is an opinion ballot, which participants may use to express their thoughts on the various policy options. Each year the ballots are tabulated and FPA, with the help of a public opinion expert, produces a *National Opinion Ballot Report* reflecting the results. The report is submitted to the White House, Members of Congress, the departments of State and Defense, and the media.

FPA encourages participants, individually or as a group, to contact their congressman or congresswoman and state senators. Communicating views to representatives is critical to the functioning of a democracy. Indeed it is the goal of a true, democratic process.

ROLES AND RESPONSIBILITIES

FPA

In order for the Great Decisions program to succeed, FPA, Statewide Coordinators, Regional Organizers and Discussion Group Leaders all have a specific role to play and different responsibilities.

FPA's national office in New York city produces all the materials necessary for participation in the program and offers support to all the volunteers. The **Editorial Department** is responsible for the briefing book. It benefits from the guidance of a prestigious advisory committee, chaired by Richard H. Ullman of Princeton University. The editor in chief consults with the committee about possible topics for *Great Decisions* before polling the FPA board, the Statewide Coordinators, Regional Organizers and the FPA staff. She then commissions the authors — academics, area specialists and journalists — for the eight topics. The *Great Decisions* briefing book is produced in-house by FPA's three editors and is published at the start of the new year.

FPA also publishes quarterly *Headline Series*, a brief (usually 64-page) coverage of a major world area or topic by an outside expert, as well as special publications ranging from cartoon histories of American foreign policy to a guide to careers in world affairs. Members of the department respond to all comments and questions concerning the publications and publish the *National Opinion Ballot Report*.

The **Promotion Department** produces all the materials that Statewide Coordinators and Regional Organizers use each fall to encourage participation in *Great Decisions*. These include posters, brochures with order forms and general information pamphlets about the program and FPA. FPA can make available "custom" brochures and posters, with the Statewide Coordinators or Regional Organizers name imprinted, or with a blank space for a label or stamp with their address, so they can be contacted directly instead of the national office.

The **Programming and Community Affairs Department** is responsible for overseeing all aspects of the Great Decisions program. Members of this department provide support to volunteers in marketing, fundraising, program expansion and book sales. In addition, the department produces supplemental materials, such as the eight-part television series produced by Georgetown University's School of Foreign Service, as well as an Activity Book. Through regular mailings and telephone contact, the department responds to volunteers' requests, questions and programming needs. A quarterly newsletter provides pertinent information as well as giving volunteers the opportunity to communicate with each other.

The Programming and Community Affairs Department plays a leadership role for volunteers by providing guidance in administrative procedures and programming. For example, this handbook guides all participants, from

discussion group leaders to the Statewide Coordinator, through the process of the program. Additionally, the department provides resources such as marketing packets geared to specific audiences; information on local organizations to approach when expanding the outreach of the program; tips and suggestions for administration and increasing sales; and guidance to local groups.

In order to assist local volunteers with outreach, the Programming and Community Affairs Department works each year to increase its own contacts with national organizations, especially with local chapters. It hopes to aid Statewide Coordinators and Regional Organizers in establishing contacts with these local chapters that will enable them to acquire new resources or to expand local participation. FPA also works to increase its national profile through the development and execution of other programs in foreign policy and public education. FPA endeavors to increase its name recognition to make outreach easier for the *Great Decisions* volunteers.

FPA

- Produces program materials, supplementary materials
- Produces promotional materials such as posters and brochures
- Develops and produces marketing materials to assist with local outreach
- Provides program and leadership material
- Sponsors and facilitates local workshops and national conferences
- Keeps network informed of activities, new resources and new contacts via quarterly newsletter and site visits
- Establishes relationships with other national organizations

Statewide Coordinators

Statewide Coordinators are FPA's link to participants in the program, including Regional Organizers and Discussion Group Leaders. Larger states may have more than one Statewide Coordinator. They are the conduit through which materials and information pass between FPA and its nationwide participants.

Each summer, Statewide Coordinators order promotional materials from FPA in preparation for the coming year. They receive marketing information and tips, as well as specialized packets which can be used to target specific audiences, such as senior citizen groups, lifelong learning institutes or colleges and universities. Using a statewide mailing list they maintain, Statewide Coordinators disseminate this information, which also includes order forms for the books and supplementary materials.

The typical *Great Decisions* season runs from late January/early February through March or April. Statewide Coordinators engage in most of their marketing and outreach efforts between September and December of the previous year. During this time, orders from discussion groups, schools, libraries and individuals are placed with them. They, in turn, order books in bulk from FPA, receiving discounts according to quantity. Orders may be handled in several ways. (See section on Ordering Materials.)

In addition to filling orders statewide, Statewide Coordinators also act as the Regional Organizers in their areas. They will also be asked to fill out an annual report for FPA covering their outreach activities for the year, their total book sales and a summary of their states' programs.

STATEWIDE COORDINATOR

- Orders promotional materials from FPA and distributes materials statewide on behalf of Regional Organizers and Community and Institutional Discussion Group Leaders
- Orders books from FPA and fills discussion group book orders, statewide
- Sends out supplementary materials, such as the Activity Books and videotapes, as well as updates of each topic and summaries of the articles to Regional Organizers and Discussion Group Leaders
- Acts as Regional Organizer for his or her region or city
- Maintains a directory of Regional Organizers and Discussion Group Leaders for his or her state
- Submits annual reports to FPA on book sales, group/participant data and statewide outreach activity

Regional Organizers

The Regional Organizer is the city or community link to the national program and network. Regional Organizers should keep an up-to-date directory of all existing groups and their discussion group leaders. They provide administrative assistance to Discussion Group Leaders when necessary, such as finding a meeting space, contacting a guest participant or expert, or providing guidance when a group runs into problems. They connect interested individuals to existing groups or help them form groups of their own.

In addition, they should promote the *Great Decisions* television program by contacting the program director at their local public television station and providing information about the program's availability. Press packets, produced

by FPA, can assist with this marketing responsibility. Once the station has placed the program on its schedule, the Regional Organizer should inform local discussion groups of the dates and times that it will be aired. (See Appendix A.)

Regional Organizers can engage in their own general outreach and marketing rather than depend on Statewide Coordinators. They can order promotional brochures from FPA each summer for delivery in September. They then mail the brochures to each local Discussion Group Leader, school or library. They are encouraged to actively seek out new groups, find interested individuals or institutions and follow up on leads the FPA provides.

If they wish, Regional Organizers can also become involved in book ordering and distribution. They will order from the Statewide Coordinator and receive a discount for bulk orders. They then can take their discussion group leaders' orders, collect payment and distribute the materials.

The Regional Organizer who chooses to handle his or her own promotional mailings and/or books sales must provide the Statewide Coordinator with an annual report covering outreach activities for the year, total book sales and a summary of the region's program.

REGIONAL ORGANIZER

- Maintains a directory of each Discussion Group Leader and group in his or her area
- Oversees discussion groups in his or her area, making sure they are successful in their implementation of the program
- Assists local groups with administrative responsibilities, such as finding meeting space, notifying participants of meeting dates and times
- Connects new participants with existing discussion groups or assists them in starting one of their own
- Seeks new constituencies and engages in outreach in order to expand the program
- Sends groups' orders for materials to Statewide Coordinator

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Community Discussion Group Leaders

The Community Discussion Group Leader provides the leadership for one or more *Great Decisions* discussion groups. Responsibilities include ordering books, finding meeting space, establishing meeting dates and times. Community Discussion Group Leaders can lead the discussions themselves or delegate this task to another group member. They encourage participants to complete the opinion ballots and are responsible for mailing them to FPA.

Community Discussion Group Leaders make sure that groups run smoothly and that the three components of the program are used effectively. It is very important that Community Discussion Group Leaders obtain the *Tips for Discussion Group Leaders*, published by FPA to assist them in administrative procedures, stimulating balanced discussions and keeping groups engaged.

Institutional Discussion Group Leaders

The Institutional Discussion Group Leader is usually a professor or instructor involved in continuing education or lifelong learning. Often, Institutional Discussion Group Leaders work at a community college, institute for learning in retirement, senior citizen center or a four-year college or university. They conduct one or more classes, using the briefing book as a resource.

Most of these courses do not follow the classic discussion group format. They use the *Great Decisions* material either as a text or as a supplemental resource. Institutional Discussion Group Leaders, although they run Great Decisions programs, do not generally outreach to the community-at-large. The classes or courses they run are usually open only to the group they serve, such as the residents in a senior community or the students enrolled at a community college.

DISCUSSION GROUP LEADER

All of the following tasks may be shared by two people, or the Discussion Group Leader may choose to delegate one or two to another member of the group or groups:

- Organizes meetings by providing or finding meeting site, sets dates and times and notifies participants (may be shared responsibility or delegated to another group member)
- Determines format of the meeting, plans activities or special events, invites new participants and provides additional information resources
- Leads and moderates the discussion, making sure everyone gets the opportunity to speak, everyone's views are heard and respected and that participants remain focused on the issue
- Encourages groups to complete opinion ballots, collect them and mail them to FPA by the deadline.

Great Decisions MATERIALS

The Briefing Book

The briefing book is the only material needed in order to participate in the *Great Decisions* program. Each participant should have his or her own copy. Published annually, this book consists of eight ten-page articles, each addressing a specific topic of current interest in international affairs. Each piece provides in-depth background and current data, U.S. policy pros and cons for alternative policy options. Illustrations include maps, photos, charts and graphs. A set of discussion questions, recommended readings and resources, and an opinion ballot accompany each article.

Under the supervision of the editor in chief, the articles are written by knowledgeable journalists and academicians. FPA strives to provide balanced and objective briefs that espouse no one opinion or policy but offer instead a range of views.

Supplementary Material

Activity Book. This supplement to the briefing book provides activities that adult groups may use to enliven their discussions. Each activity states its purpose, materials needed (such as notepaper, flip chart, etc.), and may be accompanied by stimulating questions and/or reproducible handouts (such as articles, charts or graphs).

Videotapes. Each year, FPA and the Georgetown University School of Foreign Service produce a series of eight one-half hour television programs based on the *Great Decisions* topics. Peter F. Krogh, dean of the School of Foreign Service, anchors the series, which is broadcast on many public television stations. Taped at the school, Dean Krogh conducts interviews with well-known experts and uses documentary film footage to provide background information. Videotapes of the eight programs are available to discussion groups on two 1/2-inch VHS cassettes to use as a companion to the briefing book. (Single programs are not available.)

Note: If a local PBS station chooses not to air the program, FPA will make available 3/4-inch tapes to a local cable access station upon request.

Headline Series. Published quarterly, *Headline Series* are comprehensive studies of contemporary global issues or geographical areas. Written by experts, they provide background information and identify key issues. Groups are encouraged to use the *Great Decisions* discussion format for any *Headline Series*. At the end of each book are questions to help stimulate discussion and a list of references for further reading on the subject. This is particularly helpful if the group would like to meet more than the traditional eight times. One *Headline Series* is comprehensive enough that it may take two meetings to discuss effectively.

Promotional Materials

In order to help Statewide Coordinators and Regional Organizers generate local interest, brochures and posters promoting the *Great Decisions* program are available from FPA. Both the brochures and posters list the topics in the briefing book for the current season. Volunteers may request customized materials, identifying them as the local contact. Brochures are also available that

have a blank space in which volunteers may affix a label or stamp with their address and telephone number. Promotional materials are ordered in May/June for delivery in September. (See sample Order Forms, Appendix B.)

Ordering Materials

Statewide Coordinators receive orders from their state's Regional Organizers and place bulk orders with FPA, usually in October or November for delivery in late December or early January.

Payment for the bulk orders can be handled in several ways. Prepayment can be sent to FPA and books purchased outright. This way Statewide Coordinators will avoid a shipping charge for the books. Statewide Coordinators can choose to be billed after their shipment arrives, for payment within 30 days, including cost of shipping. Statewide Coordinators may also order books on consignment, an option that is helpful if it is not known how many books will be needed throughout the year. The consignment discount is 20% for up to 300 books. Statewide Coordinators who purchase on consignment are financially responsible for the first 15 books and may return any amount over the first 15 for a limited period of time.

Regional Organizers can facilitate book orders in several ways. Most simply, they can ask each discussion group leader to order directly from the Statewide Coordinator. They may choose to collect orders from their local discussion group leaders and pass them on to their Statewide Coordinator. Or they might take orders directly from each local group, place one bulk order with the Statewide Coordinator and distribute the books locally, upon delivery. If this is done, Regional Organizers will receive a discount on their book order from the Statewide Coordinator, depending on the size of their order.

FPA publishes the *Great Decisions* materials during the late Fall, for delivery in late December through the first two weeks of January.

Book Reorders and Returns

Occasionally, Statewide Coordinators may have books left at the end of each season. Statewide Coordinators may return these books to FPA only if they purchased them on consignment. Those Statewide Coordinators who purchase their books outright or choose to be billed later for them are cautioned to be conservative in their estimate of how many books they will require since FPA cannot take these purchases back.

Should a Statewide Coordinator need to reorder any books, FPA will supply them with special "rush" reorder forms. FPA's fulfillment house will handle these orders immediately.

MARKETING AND OUTREACH STRATEGIES

FPA focuses its national outreach efforts on community groups, schools and educational institutions and businesses. FPA supports local outreach efforts by building affiliations with national organizations that have local links. The following section outlines the ways that FPA can network with Statewide Coordinators and Regional Organizers to increase participation in *Great Decisions*.

As a not-for-profit, educational institution, FPA's main interest is in providing background information about events that shape the world, and stimulating informed debate on these complex issues. FPA does not charge individuals to participate in *Great Decisions*. Therefore, FPA asks that in any promotional material discussing the Great Decisions program, FPA be mentioned as the sponsoring organization. (See sample Press Release, Appendix C.)

Community Groups

There are a myriad of national organizations, such as the League of Women Voters or Returned Peace Corps Volunteers, that have local chapters across the country, usually in every major city, that are potential sponsors of *Great Decisions* discussion groups. Likewise, local places of worship, such as churches and synagogues, senior and youth centers, retirement homes and area Y's, are always looking for new programs to offer. Many of these groups have national affiliations as well.

FPA contacts and builds relationships with these organizations, introducing them to the national *Great Decisions* program and the organization. An endorsement from the national office often makes local outreach efforts easier. This also benefits FPA by increasing the national visibility of the organization and of *Great Decisions*. Sometimes the organization has a national newsletter or magazine that it sends to its entire membership in which FPA can place an advertisement or article about the program. Local chapters may then contact the coordinator nearest them or FPA, which will put them in touch with their Statewide Coordinator or Regional Organizer.

On occasion, FPA engages in special collaborative projects with these national organizations at sites across the country that link local discussion groups with membership organizations.

Educational Institutions

High schools, community colleges, four-year colleges and universities, continuing education centers and elderhostel institutes can all participate.

High schools can either use classroom sets of *Great Decisions* briefing books with a teacher's guide for the instructor, or alternately, teachers can take part in discussion groups in order to increase their own knowledge of global affairs and the various resources available to enhance their lesson plans. Teachers and schools must be approached on an individual basis; presentations may be made to parent-teacher associations, staff development workshops and school district offices.

Community colleges, four-year colleges and universities can either adopt the briefing book for use in their courses as a supplementary text or sponsor a discussion group open to students and the community. They, too, must be approached on an individual basis, although FPA does send special publication notices to this special audience, as well as the high schools, and interest is often generated by this outreach. Community colleges, especially because of their mission and their diverse student bodies which very often reflect the communities they serve, provide volunteers with the unique opportunity to expand the program to new constituencies.

Continuing education centers and elderhostels may build entire courses around the *Great Decisions* briefing book. FPA has a very strong link with these institutions and approaching them locally should be relatively easy. Volunteers can contact institutions directly, speaking with directors of continuing education programs or institutes for learning in retirement, heads of community programs and student activities or individual professors. (See Appendix D.)

Businesses

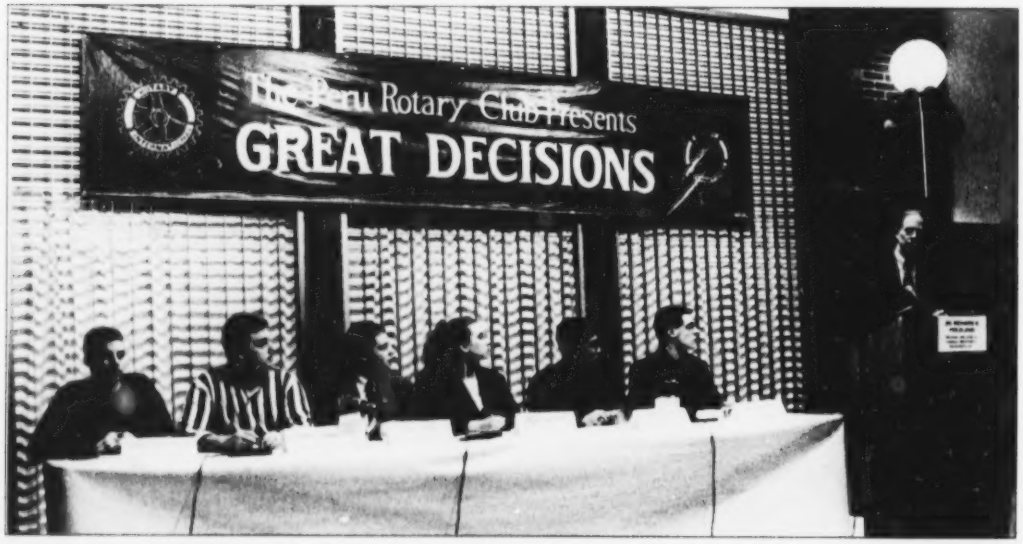
In today's global economy, greater and greater numbers of businesses, whether international companies or local enterprises, have links with other countries, either as clients or competitors. Several companies and corporations have found that *Great Decisions* is effective in helping their employees understand this new environment. Indeed, employees themselves have decided that understanding the U.S.'s role in the world is imperative, not only to aid them with their work, but also to help them make decisions in their personal lives.

Great Decisions has been implemented successfully in a number of corporations. FPA's Development Department can supply brochures, videotapes and case studies of Great Decisions programs in the workplace to assist volunteers' outreach.

FPA's Role

FPA is committed to helping its volunteer coordinators by providing every resource available to enhance outreach efforts. FPA fulfills this commitment in various ways — from cultivating relationships with national organizations to providing coordinators with marketing tools such as the promotional materials, sample course descriptions to submit to educational institutions and case studies of successful Great Decisions programs for companies and corporations.

These materials are made available to coordinators annually and can be requested in large quantities.



NATIONAL ORGANIZATIONS WITH LOCAL CHAPTERS OR MEMBERSHIPS

***FPA** has a link with the national offices of these organizations. Statewide Coordinators and Regional Organizers should feel comfortable in approaching the local membership when conducting outreach for the program.*

American Assoc. of Retired Persons
American Foreign Service Assoc.
Elderhostel Institutes Networks
League of Women Voters
Kiwanis Clubs
Rotary International
American Assoc. of University Women
General Federation of Women's Clubs
Returned Peace Corps Volunteers
United Nations Associations
World Affairs Councils

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IN CONCLUSION

The Foreign Policy Association thanks you for your interest, not only in *Great Decisions*, but in learning and understanding more about some of the crucial global issues that face us today.

You are encouraged to become involved in the Great Decisions program and to promote understanding of world affairs. To learn more about the discussion group nearest you, contact the Statewide Coordinator or Regional Organizer in your area or write the Foreign Policy Association, Department of Programming and Community Affairs, 729 Seventh Avenue, New York, New York 10019, or call (800) 628-5754.

Many of the ideas and suggestions in this book have come from The Study Circle Handbook, a publication of the Study Circles Resource Center, Topsfield Foundation, Inc., 1993.

This handbook was prepared by Susan Carucio Colacello and Joy Schaefer.

Editing by Nancy Hoepli and Ann Monjo.

The Foreign Policy Association wishes to thank its volunteers for their commitment to the program and to their communities.

APPENDIX

A. Memoranda from Great Decisions Coordinator at Shelby State Community College in Memphis, Tennessee, to his Participants

B. Sample Order Form for Promotional Materials

C. Press Release Format

D. Sample Course Description from John Wood Community College

E. List of National Community Outreach Services

MEMORANDA FROM *GREAT DECISIONS* COORDINATOR AT SHELBY STATE COMMUNITY COLLEGE IN MEMPHIS, TENNESSEE, TO HIS PARTICIPANTS

Shelby State Community College
P.O. Box 40568 • Memphis, Tennessee 38174-0568 901/528-6700 SSCC

MEMORANDUM

TO: GREAT DECISIONS 1993 (Alpha Group) as SSCC

FROM: Troy Simpson, Jr., Assistant Dean for Extension and Continuing Education Services and Coordinator for Great Decisions

SUBJECT: 1993 Inaugural Discussion Session

DATE: January 28, 1993

Welcome to the "Alpha Group" for Great Decisions 1993. We are ready to begin our 1993 Great Decisions discussion program. This year's program promises to be one of the most dynamic ever.

I have attached a flyer which provides details and instructions about our 1993 discussion program and our initial meeting location. Please pay close attention to the flyer and attached narrative map about the meeting location on February 4th - our first meeting.

The Great Decisions program is one of several programs under the active sponsorship of the Foreign Policy Association (FPA). Founded in 1918, the FPA is a private, non-profit, non-partisan organization in the field of world affairs education for thegeneral public. FPA's objective is to stimulate an informed, thoughtful and articulate public opinion on foreign policy issues facing the U.S. by bring the facts and a broad range of views and perspectives before the American people.

Our first hostess, Julia Duckwall, has again generously offered her home on scenic Mud Island as a meeting place for our inaugural 1993 session. You need to arrive at Julia's place between 6:30 p.m. and 7:00 p.m. The discussion is expected to start promptly at 7:00 p.m.

REMEMBER!!! Bring your $20.00 for a briefing book if you have not previously ordered your book.

If you need more information, call me or my secretary, Ms. Lillie Henry at 544-5300 or 544-5298.

Troy Simpson regularly sends his discussion groups memoranda which provide participants with important information about meetings, such as dates, times and locations. Note that at the bottom of his memorandum dated January 28, he reminds participants to pay for their briefing books.

Note that these groups meet in participants' homes and particiants take turns hosting the meetings and providing refreshments and/or food. Also note that there is a very friendly and social aspect to his program.

Shelby State Community College
P.O. Box 40568 • Memphis, Tennessee 38174-0568 901/528-6700 SSCC

MEMORANDUM

TO: ALPHA Group - Great Decisions '93

FROM: Troy Simpson, Jr.

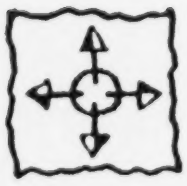
SUBJECT: Discussion for Session #5

DATE: February 26, 1993

Session #4 was a tremendous success. Marcy and David Woodland were the perfect hostess and host for the dynamic discussion on the topic "Changing China." They provided a variety of delicacies and gourmet dishes which were simply delicious. Their home on Mud Island in the Harbor Town Development was the perfect setting for the spirited and informative discussion. Dr. Mose Yvonne Hooks was an excellent discussion leader. Her previous travels to the Peoples Republic of China (7 times) equipped her to speak with authority and certainty about contemporary changes in the great Chinese Republic. The group was most appreciative for both the Woodlands and Dr. Hooks.

There were new faces at session #4. Jo and John Walt, who lived and taught law in China recently, were special guests who came to help facilitate the discussion from their unique experience and point of view. Also, Dr. Peter Consacro, Academic Dean at SSCC and Associate Vice Chancellor for the Tennessee Board of Regents visited the group for the first time. We are inviting Dean Consacro and the Walts to become permanent members of the Alpha Group of Great Decisions '93.

Session #5 will be held Thursday night March 4th at the home of Mike and Melanie Suriani, 3168 Club View Drive in the Kingsbridge Development off Highway 64 south (see attached map). The discussion is scheduled for the normal time of 7:00 p.m. The discussion leader will be a well known Memphian and Businessman, Mr. Victor Robilio. He will lead the discussion on "Trade Dilemmas" for the U.S. and the need for a clear-cut strategy on Global trade and Economic policy.



APPENDIX A

BEST COPY AVAILABLE

Please complete this brochure order form by July 20th to insure prompt delivery

ORDER FORM FOR GREAT DECISIONS IMPRINTED BROCHURES

I would like to order _____ brochures: _____ flat _____ folded

I understand these brochures will be free of charge and will appear with no return address on the order form unless:

_____ I have purchased 500 or more *Great Decisions* books which entitles me to have my return address imprinted on the order form of the brochure free of charge.

OR

_____ I purchased fewer than 500 *Great Decisions* books but have enclosed a check for $65 made payable to the Foreign Policy Association to cover the cost of imprinting my return address on the order form of the brochure.

I would like to have my return address imprinted on the order form of the brochure EXACTLY AS SHOWN BELOW. I have stated any special directions (e.g., inclusion of sales tax) on the back of this form. Please print:.

Ms./Mrs./Mr./Dr. First Name Middle Initial Last Name

Title Organization

Street Address City State Zip Code

(Area Code) Telephone Number

Please fill out and return this form by July 20th to Zizi Samuel, Manager, Coordinator Relations. Since FPA pays for the brochures, we ask that you be realistic about your estimate of the number of brochures you will need.

Thank you.

Signature

Date

GREAT DECISIONS
ORDER FORM FOR SUPPLEMENTARY MATERIALS
Please print name and address where materials should be shipped.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

ORGANIZATION _____ PHONE ( ) _____

ITEM	NUMBER OF COPIES
***Great Decisions* Program Handbook** This handbook is geared toward *GREAT DECISIONS* Coordinators and those who organize several discussion groups, providing organizational tips.	
Tips for *Great Decisions* Discussion Group Leaders This provides a short description of the program, taken from the Program Handbook, and tips and strategies for leading a discussion (also taken from the Handbook).	
***Great Decisions* Brochure** The core brochure for *GREAT DECISIONS* includes program and ordering information as well as the list of the eight topics.	
Small *Great Decisions* Poster (8 1/2" x 11") Available in limited quantities.	
Large *Great Decisions* Poster (15" x 21 1/2") Available in limited quantities.	
***Great Decisions* Question & Answer Brochure** An informational brochure containing answers to the most frequently asked questions regarding the *GREAT DECISIONS* program. (Available in quantities of 250 or less.)	
FPA Question & Answer Brochure An informational brochure containing answers to the most frequently asked questions regarding the Foreign Policy Association. (Available in quantities of 250 or less.)	
***Great Decisions* National Opinion Ballot Report**	
FPA Catalogue of Publications	
FPA's Annual Report	
***Great Decisions* High School Brochure** This brochure provides high school educators with ordering information for using the *Great Decisions* briefing book and Teacher's Guide in their classroom.	

All publications listed above are complimentary. Please return the form to:

Zizi Samuel, Manager or Coordinator Relations
Foreign Policy Association
729 Seventh Avenue
New York, NY 10019
Telephone # (800) 628-5754 Fax # (212) 302-6123

APPENDIX B

SAMPLE PRESS RELEASE

This is the standard press release format. Note how the "headline" is written so that it suggests action and anticipates some results from this action. You must provide a headline for the newspapers to use so that they will be more inclined to include your information in their publications.

Also note that the language in bold describing the Great Decisions program and its sponsorship by FPA should be standard language in any promotional material used.

NEWS RELEASE
(For Immediate Release)

Contact: Your Name
Great Decisions Statewide Coordinator / Regional Organizer
xxx-xxx-xxxx (phone)
xxx-xxx-xxxx (fax)

COMMUNITY GROUP PARTICIPATES IN NATIONAL PROGRAM ON FOREIGN POLICY

Your City, Date - In the age of instant information and thirty-second soundbytes, Americans need sources of unbiased and comprehensive information, a forum to express their opinions and to hear others' so that they may better understand complex world issues and the U.S. role in the global community. On _____ *(day and date)*, fifteen local citizens will gather at the _____ *(name)* public library to kick off the first in a series of meetings to discuss eight critical foreign policy issues facing the U.S. **They are joining nearly 250,000 Americans across the country by participating in *Great Decisions*, a national discussion program of the not-for-profit, nonpartisan Foreign Policy Association (FPA). FPA, dedicated to educating Americans about the world, created the program in 1954 to provide balanced and comprehensive information about world events and to help voters make informed decisions. FPA sponsors *Great Decisions* nationally, each year.** Participants will be discussing _____ *(issue)* on _____ *(date, time)*.

Topics at other meetings will include _____ *(list topics)*. The group meets regularly, each _____ *(day)* at _____ *(time)* and welcomes new participants. For a copy of the briefing book and to participate in the discussion group, contact _____ *(name)* at _____ *(telephone)*.

-MORE-
(if there is another page of information)
###
(place this at the bottom of final page)

APPENDIX C

SAMPLE COURSE DESCRIPTION FROM JOHN WOOD COMMUNITY COLLEGE

This is the course description that instructors Jim Barry and Al Seiler used in their Winter 1993 course on U.S. Foreign Policy. The briefing book is the text for the eight week course, during which they discussed one topic per week. The instructors also incorporated the video tapes and the Teacher's Guide in their classroom discussions.

JOHN WOOD COMMUNITY COLLEGE
Quincy, Illinois
Course Title: Great Decisions in American Foreign Policy
Credit Hours: 1 (May be used as an elective)
Course Description:
An insightful look into eight foreign policy issues facing the United States this year. Topics to be addressed: U.S. in a New World; United Nations - What Role?; Germany's Role: In Europe; In the North Atlantic; China: New Reforms, Old Politics?; Trade and the Global Economy: Projecting U.S. Interests; Russia and the Central Asian Republics: After Independence, New Directions?; India and Pakistan: Collision or Compromise; Children at Risk: Abroad and At Home.

SCHEDULE

Week 1: Introduction to Course
- Summary of first chapter of text
- View videotape of first program
- Class discussion

Assignment: Chapt. 1 and 2 and Debate

Week 2: Chapter 2, The U.N.'s Role in the New World
- View videotape of second program
- Discussion and debate

Assignment: Chapt. 3, complete opinion ballots 1 and 2

Week 3: Germany's Role in Europe and North Atlantic
- Chosen activity from Teacher's Guide
- Class discussion

Assignment: Chapt. 4, ballot 3

Week 4: China
- View videotape
- Class Discussion

Assignment: Chapter 5, ballot 4

Week 5: Trade and the Global Economy
- View videotape
- Class Discussion/Debate Trade Policies

Assignment: Chapt. 6, ballot 5

Week 6: Russia and the Central Asian Republics
- View videotape
- Class Discussion

Assignment: Chapt. 7, ballot 6

Week 7: India and Pakistan
- Guest Speaker and Videotape
- Class Discussion

Assignment: Chapt. 8, ballot 7

Week 8: Children at Risk
- View videotape
- Class Discussion/Debate on Media's Role
- Written Exam/Ballot 8

APPENDIX D

BEST COPY AVAILABLE

NATIONAL COMMUNITY OUTREACH SERVICES

Corporation for Public Broadcasting
901 E Street, N.W.
Washington, D.C. 20004
(202) 879-9600
Directory of Public Television and Radio Stations available

National Society of Fundraising Executives/DC
7720 Wisconsin Ave. Suite 215
Bethesda, MD 20814
(301) 657-3265
Volunteer Fundraising Consulting

Alliance for Community Media
666 11th Street, N.W.
Washington, D.C. 20001-4542
(202) 393-2650
National association for community access television stations

Public Relations Society of America/DC
11130 Main Street, Suite 305
Fairfax, VA 22030
(703) 691-9212
Volunteer public relations consulting

City Cares of America
P.O. Box 27595
Washington, D.C. 20038
(202) 887-0500
Clearinghouse for volunteers

APPENDIX E

Foreign Policy Association
729 Seventh Ave.
New York, NY .10019
1-212-764-4050
1-800-628-5754
Fax: 1-212-302-6123

BEST COPY AVAILABLE

Design: Carlota Zitrin, NYC Great Decisions is globally responsible and uses soy ink and recycled paper